



7W-3622

PATENT
09/851,909

IN THE U.S. PATENT AND TRADEMARK OFFICE

Applicant: KADDECHE, Karim et al. Conf.: 3960
Appl. No.: 09/851,909 Group: 3622
Filed: May 9, 2001 Examiner: JANVIER, JEAN D.
For: METHOD AND APPARATUS FOR
GENERATING TARGETED IMPRESSIONS TO INTERNET CLIENTS

AMENDMENT AND REPLY TO OFFICE ACTION

March 18, 2005

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action dated Nov. 18, 2004, the following Reply is respectfully submitted, pursuant Rule 1.111, in connection with the above-identified Application.

Also, Applicant hereby requests a one-month (1) extension for filing the present Reply to the outstanding Final Office Action, which would have expired on Feb. 18, 2005.

Claims 14-26 are pending in the application. Claims 14, 19 and 25-26 are objected to due to informalities. Claims 14-26 are rejected under 35 USC Sec. 102 as being unpatentable over Hanson. New claims 27-28 are added in this filing.

Amendment to the Specification begins on page 2 of this Reply

Amendment to the Claims begins on page 3 of this Reply.

Remarks begins on page 7 of this Reply.